

I strongly oppose the proposal to replace current Wisconsin "no-call" law with a standard that would allow businesses to continue phone solicitations for "existing customers".

First, it is my experience that "thank you for your past business" or "thank you for your past support" is a false claim made by many telemarketers to solicit business or a donation. Unless there is a rigorous enforcement of the previous customer criterion, and unless businesses are required to document former customer status before soliciting an individual, relaxing the law invites fraud and abuse.

Second, the fact that I have done business in the past is no indication of my interest or willingness to do business in the future; indeed, there are many firms where I will not make that mistake again.

Third, as a consumer it should be my right to decide when to initiate a transaction or to seek out a product. I have the option to ignore a printed advertisement or mute a television commercial; I should have the same privilege with respect to the telephone. If the law is diluted, you take that option from me.

Finally, freedom from calls marketing credit cards, mortgages, and other products or opportunities has greatly improved the quality of my personal life. You can not afford to ignore the telephone - it might well be an emergency - and any such intrusion spared is a positive thing.